

Message Text

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43

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 W

----- 072453

R 101503Z AUG 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 5567

INFO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY SANA

AMEMBASSY TEHRAN

AMCONSUL DHAHRAN

UNCLAS JIDDA 5539

E.O. 11652: N/A

TAGS: BEXP, XF, XI

SUBJECT: FY 7 USDOC/CAGNE TRADE PROMOTION SCHEDULE

REF (A) STATE 191497, (B) JIDDA 4847

1. EMBASSY CONCURS WITH TRADE PROMOTION SCHEDULE TARGETS AS APPLICABLE TO SAUDI ARABIA IN REFTEL. WE NOTE WITH SOME APPRECIATION THE LULL AFTER JUNE IN LATTER PART OF FY WHICH WE UNDERSTAND NOW EXTENDS TO OCTOBER 1, 1978. AS REPORTED IN REFTEL B, SUMMER MONTHS AND ADVANCING RAMADAN SEASON RENDER PERIOD BLEAK FOR TRADE PROMOTION. LATE SEPTEMBER 1978 WOULD, HOWEVER, BE GOOD TIME TO FIT IN ANOTHER TM AND POSSIBLY EVEN OUT THE ANNUAL WORKLOAD.

2. ONLY AMENDMENT SUGGESTED NOW IS TO MOVE HOME

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APPLIANCES TM (PARA 6 A.U REFTEL A) UP ONE MONTH TO

MAY BECUASE OF CLIMATE FACTOR AND GREATER NUMBER
DECISION-MAKERS LIKELY TO BE IN COUNTRY.

3. WE WOULD APPRECIATE COMMERCE VIEWS ON POST'S ORGANIZING
SAUDI REVERSE HOME FURNISHINGS TM TO U.S. IN
SUMMER OF FY 78, AND EVALUATION OF U.S. INDUSTRY
RECEPTIVENESS TO SUCH A GROUP OF 8 TO 12 LOCAL BUSI-
NESSMEN.
PORTER

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NNN

Message Attributes

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Disposition Authority: n/a
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